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PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Nick Steele et al.)	
)	Art Unit: 2168
Application No.: 09/933,567)	
)	Examiner: Greta Lee Robinson
Filing Date: August 20, 2001)	
)	Confirmation No.: 7300
Title: Branding And Revenue Sharing)	
For Facilitating Storage,)	
Management And Distribution)	
Of Consumer Information)	
)	Atty. Docket: 07258.105002

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION WITH A REQUEST FOR
CONTINUED EXAMINATION UNDER 37 C.F.R. § 1.114**

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Sir:

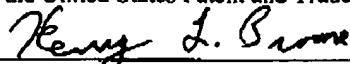
In response to the Advisory Action mailed on July 21, 2006, and in connection with a Request for Continued Examination (RCE) filed herewith, Applicants submit the following amendments and remarks for the Examiner's consideration. Applicants also submit herewith a petition and the required fee to extend the due date for this response to September 11, 2006.

Amendments to the claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

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I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on September 11, 2006.



Kerry L. Broome, Reg. No. 54,004